TEMPLATE: COVER PAGE

MASTER THESIS

VINEYARD CLASSIFICATION SYSTEMS AS A POTENTIAL WINE TOURISM RESOURCE

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June 20th, 2019

Table of Contents

ABSTRACT

The practice of classifying the wines looking at their vineyard started in Burgundy. Specifically where the winemakers surrounding the city of Beaune the ones that in the middle of the 18th century decided to include the name of their own villages on the labels instead of the name of the local capital city, Beaune. Almost a century later, in 1855 the classifications for Burgundian wines is created as well as the Bordelaise one. Later one these classifications will be supported by the creation of the French system of AOC's.

In Spain, the DO's start in the thirties of the 20th century with the aim of protecting and recognizing the quality of the wines produced in the different regions. Years later, in 2003 the figure of Pago appears with the objective of creating the single vineyard concept in Spain.

In the 21st century a series of events occurred that will lead to the birth of new classifications systems in Spain. Particularly in the appellations of DOQ Priorat, DO Bierzo and DOCa Rioja.

The purpose of this work is to analyze if the new realities present in the mentioned appellations can be exploited by the wine tourism sector as an added value characteristic when attracting visitors.

To answer the question an exploration of Burgundy, as a pioneer hierarchized wine region and a solid wine tourism offer has been carried out. On the other side, Priorat has been picked as example of a recently initiated region in this type of systems. The wine industries and wine tourism sectors of both have been scanned to furtherly be contrasted. The point of doing so is to bring to light the main differences and common points among them.

After the discussion it has been concluded that a wine classification system can be used as a potential wine tourism resource. However, the existence of this is not enough. Other factors like the recognition of the wines, a strong international projection and the presence of a touristic infrastructure able to satisfy the expectations of a visitor with a upper-level profile have been proven to be highly necessary.

Keywords: classification, hierarchization, wine tourism, Burgundy, Priorat.

List of Abbreviations:

AOC: Apellation d'origine controllé.

DO: Dennominación de origen.

GC: Grand Cru.

PC: Premier Cru.

Glosary:

Tête de cuvée: (in France) a wine produced from the first pressing of the grapes, generally considered superior in quality.

Cru: (in France) a vineyard or group of vineyards, especially one of recognized superior quality.

Paraje/Paratge: (in Spain) Place, piece of land.

1. Introduction

The following document has been conceived as the final master thesis of the author in the context of the Erasmus Mundus Master's program in wine tourism innovation that took place between the years 2018 and 2019.

1.1. Duties and activities done during the internship

The internship has taken place in Palacios Remondo in Alfaro, La Rioja. It started the 18th February until the 17h May. During this time, the student has entered into the Export department of the company under the guidance of the academic tutor Isabel Palacios Osua.

1.2. Basis of the proposal

1.2.1. Vineyard classification systems in the world. A general overview, Bordeaux and Burgundy cases.

According to Loubére (1990), Hinnewinkel (2004) & Colman (2008) cit. by Fourcade (2012) , the practice of identifying wine following the geographic location has been done for several centuries. In France since the medieval era, the most famous winemakers that reached the highest prices had the habit of naming the origin of the wine to safeguard the brand against the higher volume and lower quality products. Thomas Labbé (2011) declares that the practice of stamping the name of the origin started to spread in the middle of the 18th century when the wines that held the generic denomination of Beaune started to be more specific and to mention the name of the actual specific villages where the wine came from. This was a step forward in the protection of the origin of the wine.

Technically speaking, classification and labeling systems have their origin in the 19th Century as a protectionist measure for the wines produced in France. The action of creating classifications to qualify specific estates, vineyards and vines has become one of the main axis in the ordering of the French wine sector.

In the 20th Century, mainly in the 1930s, the French government created the AOC system with the purpose of controlling the quality of agricultural products. Also driven by producer associations that wanted to reorganize the situation of the local wine sector so they could fight against the rising wine broker businesses that started to dominate the Burgundian wine market (Laferté 2006; Jacquet 2009 cit. by Fourcade, 2012) The concept of AOC has become one the most important figures in the French wine sector. While in 1945 the production of wine under any appellation represented the 10% of all wine produced in France, in 2002 the rated raised until the 53,6%. Also, in 1930 when the AOC system was started, around 50 wine areas were demarcated, in 2011 the amount surpassed the 360 appellations after reaching 400 in 2009 (Fourcade, 2012). The main reason of this spectacular growth is mainly due to the increasing competition among the regions in an increasing quality world wine production. Thus wine regions must highlight their distinctive characteristics if they want to compete and survive.

The concept of “terroir” has taken special relevance in the development of the different designations as it is the combination of climate, soil, vines and human work the one that is classified. Though the first three elements have been pointed out as the main factors considered in the differentiation of the vineyards, social aspects have been decisive in the final result in the orderings. Indeed, the INAO – *Institut national de l'origine et de la qualité* – defines terroir as “a social construction, concerning a natural space with homogeneous features, which is legally defined and characterized by a set of values: aesthetic value linked to landscape, cultural value linked to historical evocation, patrimonial value linked to social attachment, media value linked to notoriety” (Fourcade, 2012). With this, when speaking about *terroir* not only natural elements are involved but also a reflect of the society’s development through the ages.

Bordeaux’s *classement* history

For the international exposition of 1855, the Bordeaux Chamber of commerce achieved a classification centered in the *châteaux* located in the Medoc area (left bank of the Gironde river). A committee of experts studied the wines and the prestige of each of one of the *châteaux* to order them into different levels. At the top of the classification, four *châteaux* were set *crus classés*. After the first growth, the pyramid went until the fifth growth or *cinquième crus*. Below this last one the *crus bourgeois* were set. Years later, the right bank side with its core in the village of Saint Émilion, promoted a classification that could stratify the estates of this region. This, in contrast with the Medocaine one, accounted three different levels: *Premier Grand Cru Classé A* where some of the most recognized wine estates all over the world are located (e.g: Château Angelus, Château Ausone, Château Cheval Blanc & Château Pavie). Following the first level two more can be found that are *Premier Grand Cru Classé (B)* and *Grand Cru Classé*. As it can be observed, both systems followed similar principles and classified the estate (The Cellar wine insider, n.d.).

Markham (1998) cit. by Fourcade (2012) mentions that the 1855 classification was not originally sought to last for a long period of time, however, the general public treated this classification as a pragmatic reality making it practically immutable through time.

Burgundy's classification history

Differently, the classification system in Burgundy has not been focused on the estate but on the *Climat* which is the word used to designate each of the single vineyards located in the area. As mentioned previously, the origin of this system goes back to the 18th century when the wines belonging to Beaune "appellation" started to be labeled with the name of the village and not as a generic Beaunois wine anymore.

Before this, wine tended to be distinguished following the price as the main criteria. For example, Gamay wines were always less considered in terms of price and prestige than Pinot Noir based wines, but also between the different producers of Pinot wines significant differences could appear in regards the selling prices (Labbé, 2011).

Denis Morelos proposed in 1831 a classification that suggested geological facts, as the soil composition, to join the price and prestige in the task of identifying the different *climats* of Burgundy. Later on, Jules Lavalle developed the very first deep classification of Burgundy in 1855. This classification, made about the Pinot Noir production in Côte d'Or, used the historical records of wine prices in each commune as a key referral. In consequence, the classification was divided into five different levels starting from *tête de cuvée* until the *quatrième cuvée*. This first proper classification would serve later as a basis framework for the designation of the climats producing the great wines of Burgundy. The designating process was able to finely categorize all the parcels that due to the vast wine growing history of the region were highly fragmented. Thanks to the accurate classification done following natural principles, this endured until the 1930s when the AOC system was materialized. The most remarkable difference derived was the change of the level names: *tête de cuvée* was moved to *premier cru* and *troisième cuvée* became *village* appellation level (Labbé, 2011).

The current classification of Burgundy has remained as it started in 1935. The pyramid-shaped structure is divided into four levels of appellations. Each level has a variable number of AOC's linked except the Premier Cru level that is directly linked to 640 climats. The production share, also variable, tends to grow when moving to the lower levels. Figure 1 illustrates the hierarchy and some basic data about it.

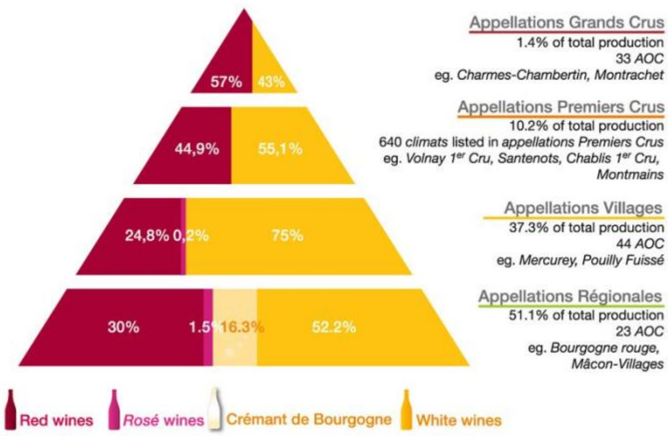

Figure 1 Burgundy wine classification (source: Office de Tourisme de Beaune, accessed May 2019)

The *Climat* concept has reached such an important role in the Burgundy environment that UNESCO inscribed them in the World Heritage list in 2015 (UNESCO, n.d.). The cultural landscape listed is compound by two parts. The first one includes the vineyards linked to the production units including Beaune and other several villages. In second place, the list included the historic center of Dijon as the core that socially and politically allowed the appearance of this *climats* regulation.

Finally, it must be highlighted that the main difference between the classification presented of Burgundy and Bordeaux are the units or entities classified. On one hand, Burgundian classification has been focused on categorizing the *climats* that are the places where the grapes come from. On the other hand, Bordeaux hierarchization has been centered since its birth in leveling the estates (Fourcade, 2012).

1.2.2. DO's and vineyard classification systems in Spain

In order to understand the starting point of the vineyard classification systems in Spain, an approach to the last events related to the Spanish wine sector must be firstly clarified. A proper understanding of what is the current situation and the main issues in the sector will allow the reader to fully comprehend the aim of this paper.

Since 2003, Spain has a quality scale regulated by the national legislation. This law stablishes three main families of wine. It starts from the generic title of wine which doesn't hold any distinction. In second place *Vinos de la Tierra* equivalates to the IGP in the European law. The third family is the DOP groups where different categories can be found. *Denominación de Origen, Denominación de Origen calificada and Vino de Pago* at top compound this classification (Verema, 2015).

The beginning of the *Denominación de Origen (DO)* in Spain started with the approval of the wine statute in 1932 where this figure appeared for the first time. The first approved DO in Spain would become *Denominación de Origen Jerez-Xerés-Sherry* whose regulation would be published in 19th January 1935. Since then, several DO's have been approved with the aim of controlling the quality in specific wine regions of the country in order to avoid falsifications and bad practices (Mora, 2015). DO Rioja was officially recognized in 1945, and became *Denominación de Origen Calificada Rioja (DOCa Rioja)* in 1991. In 1954, the DO Priorat was officialized and in 2003 it gained the title of qualified as Rioja did years earlier (Consell regulador DOQ Priorat, n.d.). Regarding Bierzo, it got the DO recognition in 1989 that makes it the youngest appellation mentioned in this work.

Regarding the *Vino de Pago*, this was created in 2003 when authorities tried to create a figure for single estate wines. "*Pago*" literally means vineyard and had the original intention of recognizing the best estates in Spain. Nowadays there are 14 registered *pagos* in Spain distributed in different places (e.g: Pago de Otazu, Pago El Terrerazo, Pago Dominio de Valdepusa…). Until now, a *pago* has been the closest conception to the Burgundian *climat* (Wines from Spain, n.d.)

The figure of the DO's in Spain has been key to enhance the quality of the wine produced and to position the wine in the international markets. The legislations have changed with time in order to address the incoming demands of the market and the producers. However, during the beginning of the 21st century some voices have started to point out disagreements inside these associations. Wineries, and other wine sector stakeholders are claiming for a renewal in the core of the denominations rules in order to adapt the wines to the more demanding markets. Counter parting this position, other wine business oppose to these changes as they understand that keeping the line maintained until now is the best option for them. Most of the discussions are centered in the official recognition or not of specific sub regions and vineyards from the regulating boards of these DO's. A more accurate classification is being claimed in order to recognized and highlight those parcels that have shown unique attributes in comparison to the rest. The different points of view about this topic have generated conflicts in different regions in Spain. Some of these events are hereby explained.

Priorat and *Vi de Vila* category

The Catalan qualified appellation of origin of Priorat started to move ahead in this matter in 2009 when a new category of wines was approved. This new category was inspired in the *village* or *commune* concept that is deeply used in the French appellations systems (Consell regulador DOQ Priorat, 2018). Thus, *Vi de Vila* was created to identify the origin of the wines as the appellation claims that remarkable differences can be noticed in the wines among all the villages of the Priorat region (Unión española de catadores, 2010). Described as a step forward in the way to identify the specificities of the different wines of the region, it was the seed that has resulted into the new classification that has been approved in 2019 and that will be later explained in this document.

Artadi's case in DOCa Rioja

Although the issue started being discussed years ago, was in 2015 when Artadi, a well-known Spanish winery located in Rioja, decided to abandon the appellation of origin of DOCa Rioja. The corporation announced in the leaving press release that, unlike other regions like Bordeaux, Burgundy or Champagne, Rioja's DOCa regulations were not focused on highlighting and promoting single vineyards wines. Because of this, as they claimed, the vast vine grower fabric that has historically characterized Rioja was being lost. As they concluded, the decision to abandon the appellation of origin had the aim of start making single vineyard wines coming from specific plots that could be signaled as singular ones (Bodegas Artadi, 2015).

DO Cava and Cava de Paratge Qualificat category

Foreseeing the coming problem and attending the first demands of the producers, in 2016 Cava DO presented the denomination of *Cava de Paraje Calificado*. This new Cava category is based on four main lines which are the place of origin of the grapes, that must come from a recognized singular spot; the minimum age of the vineyard that should be 10 years; the yield produced; and finally the ageing time in bottle that was set in 36 months. As the president of the Cava regulation board Pedro Bonet claimed, this new category was created to make justice with the quality of Cava (Institut del Cava, 2016).

Still, at the end of January 2019, another movement took place in Spanish wine panorama. Nine wineries that belonged to the Cava Denomination of Origin decided to abandon it under the CORPINNAT association after the negotiations between the two parts failed. Again, one of the main issues in the negotiation was the demand of the wineries to approve a more specific classification where single vineyards could be registered as such (Sobremesa, 2017).

The set of events presented before is a reflect of the direction that the Spanish wine sector is taking. As it can be observed the general line of discussion is the deeper categorization of the wines in regards their place of origin. In the three cases presented, the hot topic was to approve new regulations that allow the wine maker to identify the specific vineyards or places where the grapes come from. They argue that the international markets demand more specific information about the characteristics and specificities of the source. This way producers interested into making wines that define each one of their plots and the *terroir* of their regions could be sheltered under these new rules.

Approval of the new classifications in DOCa Rioja, DO Bierzo and DOQ Priorat

As a consequence of this movement some appellations of origin are focusing their efforts on attending the requests of the markets and winemakers. The main and first appellations to step forward in this topic have been DOCa Rioja, DOQ Priorat and DO Bierzo. While Rioja has developed a more limited classification, Priorat and Bierzo appellations have strongly bet for these new system developing more accurate classifications being both quite similar among them.

From the 2017 harvest Rioja will count with a new classification that will depend on the origin of the wine (Martínez Carra, 2017). The appellation is well known all over the country and internationally for the success of classifying the wine in regards the ageing time in barrel and in bottle. Thus, the historical hierarchization of the wines in this region has been based into three different stages which are *Crianza*, *Reserva* and *Gran Reserva*. The method used has been positive in terms of commercialization and a support for the customer to better understand the wines. Although this method has been vastly used all over Spain in the majority of appellations, it has been Rioja where this has taken more relevance.

However, in the last decades this system has been deeply discussed as it claims it doesn't strictly attend to the quality of the wines but just to the number of months of ageing in barrel and later in bottle (Diario de Gastronomía, 2016). The Artadi case, that was explained previously, triggered the desires of other influential wineries, reviewers and wine influencers to reinforce the demands of a new classification. In order to calm down the stakeholders and to attend the requests, Rioja's board approved a new system of wine classification.

The new system has been developed in parallel with the classic based-on-ageing one. Thus four levels will be recognized starting by the *Vino de la región* as the generic regional wine, followed by the *Vino de Zona*– that can be Rioja Alavesa, Rioja Alta and Rioja Oriental –, on the third upper level the *Vinos de Pueblo* would be the equivalent to the French *Village* or Catalan *Vi de Vila* (Consejo regulador Denominación de origen calificada Rioja, n.d.). 142 villages will be able to hold this distinctive. At the top of the hierarchy it is located the figure of *Viñedo Singular* which can be translated as Single Vineyard. According to Consejo regulador DOCa Rioja, (2018) a *Viñedo singular* is a geographic entity smaller in size than a municipality that is circumscribed inside the appellation and that is properly named. This, must show climatic and agroecological differential characteristics that can distinguish it from the rest in the surroundings. Also the wines must reflect singular qualities justifying its uniformity and characteristics to the regulating board. As it can be expected this definition is accompanied by a set of maximum yields, minimum age of the vineyard…etc.

All the bottles released to the market under this category, will be numbered and once they reach the market they must have passed two quality controls: an initial one and a second one just before being released to the market. As three years of traceability will be required for this wines, the first bottles are expected to be launched in 2019 (Consejo regulador DOCa Rioja, 2018).

It was also in 2017 when another Spanish Appellation of Origin approved new rules to implement a new categorization for the wines produced in the region. In this case was the Appellation of DOP Bierzo which is located in the province of León (Vinetur, 2017).

To do this, the regulation board created a group of experts that wrote the legislation that will be approved by the European entities. In the way, a record of parcels was created with the aim of registering all the plots and different features. The objective of the new system is to increase the quality of the wines and to send a clear message of commitment to the market. The appellation is working to recognize the source of the wines, to link a wine with the village, place or vineyard where it comes from.

Compatible with the previous classifications of *Roble, Crianza, Reserva* and *Gran Reserva,* the pyramid, in this case, is structured into five different levels. At the bottom *Vino de la region*, follows *Vino de villa,* at the third stage *Vino de Paraje* can be found. The concept Paraje is similar to *lieu-dit* from the French nomenclature that is linked to a specific region inside the Bierzo region. At the top of the classification *Viña clasificada* and *Gran Viña clasificada* hold the most rigorous and demanding requirements to be named as such. Being the equivalent to the French *Premier Cru* and *Grand Cru*, the vineyards must have shown recognition not only by the regulating board but also by the international markets as well as proved traceability. Added to this, reduced yields and minimum age of the vineyards are some of the key requisites (Consejo regulador Denominación de origen Bierzo, 2017).

In Spring 2019, the last public presentation of a classification system in Spain has been the one done by DOQ Priorat under the name of *Els Noms de la Terra* or “The names of the land” (Saiz, 2019). In the case of Priorat, a previous step had been taken with the creation of the *Vi de Vila* category. This way the approval of the new levels in the hierarchy can be seen as the natural development of the system.

Once again a Burgundy-inspired classification has been approved to recognize the origin of the grapes, the singularities of specific vineyards and the multiple nuances that enrich the landscape of Priorat. The objective is to position the wines of the region at the same level where the great European wines are located.

The pyramid, again divided into five different levels, distinguishes between the regional wine *DOQ Priorat, Vi de vila, Vi de Paratge, Vinya Classificada* and *Gran Vinya Classificada.* Regarding *Vi de Paratge,* it must be mentioned that an intense work has been done with the aim of identifying all the specific regions with a result of 459 single *paratges.* A number that can be seen as a proof of the deep and solid work the appellation has done in this area (Consell regulador DOQ Priorat, 2019).

As it can be observed, all the new classifications have a clear nexus which is the identification of the singular vineyards and the recognition of them in the wines that are produced. To illustrate this, a scheme of each of the classifications is shown in Figure 2.

Figure 2 Newly approved classifications in Spain schemes (source: DOCa Rioja, DO Bierzo and DOQ Priorat; accessed May 2019)

1.2.3. Contrasting the Spanish DO System and the French AOC system

The great difference among them is the nature of the categories. A DO in Spain is a unique figure that covers a whole wine region (with two or three exceptions). Thus there is just one DO Ribera del Duero or DO Yecla. On the other hand, in France several AOC's can be found overlapping in a same wine territory. This way inside the Burgundy, the system classifies the villages and vineyards directly with different AOC's whereas the categorization being created in the Spanish DO's will be done internally in each denomination. The main result of this is the long distance between the number of registered DO's in Spain (102) versus the AOC's in France (380) (Leza Campos, 2019).

As a main conclusion it can be extracted from this data that the French AOC system is much more centered on the "terroir" concept while the Spanish DO's are based in a more geographical and political precept.

1.2.4. Exploring the wine tourism potential of the classifications

After briefly explaining the origin, the evolution until nowadays, the future projection of the different systems in France and Spain, a reflection about the wine tourism potential of these shall be done.

On one hand, this document is written in a context of a worldwide growing wine tourism sector. United Estates reached in 2014 the 15 millions of visits, France the 10 millions and Spain received more than 2.1 million wine tourists (Mercados del vino y la distribución, 2018). Improving year by year, wine tourism is seen by national governments as an attractive source of incomes. Due to this, several national plans to promote wine tourism have been carried out.

On the other hand, in well-known regions of France like Burgundy or Bordeaux, where a fixed classification system has been working for more than a century, a wine touristic offer specialized in the top ranges of this has been developed. Currently several tour operators of diverse size work offering experiences linked to the Premier or Grand Crus of Burgundy. Added to the visit of the *Domaines* and *Clos*, upper level restaurants and hotels take part in the experience of the visitors.

This thesis will set a frame to analyze if the “recent classified” wine regions of Spain like Rioja, Priorat or Bierzo could generate a wine tourism offer based on the new classification. If so, which are the expectations for the regions or if not, which are the lacking elements for this to happen.

2. Methodological approach

The method chosen to develop the analysis of this paper is the comparative analysis. As Giovanni Sartori (1994) cit. by Rivas Mira & del Refugio (2004) estates comparing is confronting one thing with another one. Thus, comparing could be defined as the analysis of a specific number of cases, at least two, with the aim of bringing differences and similitudes among them to light.

To do so, comparative variables shall be established in order not to only contrast the different cases in a qualitative way but also in a quantitative way. The comparative variables should be applicable to all cases and equally measured so the results obtained can be clearly interpreted.

Despite the fact that five different wine regions (Burgundy, Bordeaux, Bierzo, Priorat and Rioja) were presented in the first section of the paper, the author has considered to choose just two of them for the analysis and comparison. The first, Burgundy, has been chosen as a model of region where a pyramidal classification system has a large tradition and a deep imbrication with the wine culture of the region. Because of this, the wine tourism development has been traditionally related to the classification with the existence of wine tourism products linked to the Grand Crus of Burgundy. On the opposite site, Priorat has been the region picked as the example of a newly hierarchized wine region where the wine tourism offer is incipient and that could take profit of this new categorization to develop a high-end wine tourism offer.

The reasons of choosing specifically the two wine countries are that both of them are located in so-called old world wine countries. What's more, both are one of the best reputed wine regions of their respective countries and finally that the classifications applied in them follow a similar criteria of attending the origin of the grapes. This last fact becomes obvious when knowing that Priorat's classification has been designed taking Burgundy's as example.

The rest of the regions have been discarded for the analysis during the writing of the document to avoid the implication of too many cases that, at the end, could blur the final purpose of this thesis.

Thus, the paper will confront both regions in regards the wine sector situation and wine tourism structure so the main similarities and differences among them will be brought to light.

Following, a benchmark of the wine tourism offer based in Burgundy's classification will be carried out. Krishnamoorthy & D'Lima (2014) state, "Benchmarking is normally about obtaining understanding through a comparative study and applying it to upgrade of processes, products or services". By doing so, the purpose is to check what are the key features that characterize the wine tourism products developed in the French region. Furthermore, the profile of the customers whom this range of products is addressed will be obtained. This way, it will be possible to check whether the incipient hierarchized regions will be able to suit this profile of visitor.

Once the comparative analysis of both regions with its main insights, and the study about the based-on-classification wine tourism offer are done, the conclusion about the suitability of replicating this wine tourism offer in newly hierarchized regions will be done. At the end, the objective is to asses if the new adopted systems could become a potential wine tourism resource or not. And, if so, to evaluate if there are any lacks or constraints that the wine regions should overcome to implement this classification-oriented wine tourism offer.

Before continuing with the next section, a clarification regarding the geographical units researched must be done. The paper faces two quite different regions from different countries (France and Spain) where the territorial organization is different. Priorat is denominated as a *comarca* that belongs to Catalonia autonomous community. Reliable data about tourism and wine tourism situation from this district could be obtained in databases and academic papers. On the other hand, Burgundy, that belongs to the province of Bourgogne-Franche-Comté, covers the departments of Yonne, Côte-d'Or, Niévre and Saône-et-Loire. In this case, the large scale (in population and surface) of Burgundy has been signaled as a limitation as the differences between the two regions are too significant. Côte-d'Or whose capital city is Dijon, has been chosen to act as a referral for the comparisons because it is the department where 32 of the 33 Grand Cru of all Burgundy are located. The second main city of the province, Beaune, is considered the main reference city for the Burgundian wine sector as the lands surrounding this city are considered Pays Beaunois. A clear proof of this, is the organization of the *Hospices de Beaune Wine Auction* that usually takes place in mid-November as an event where the wines of the region are presented to the world in a festival format. In between these two cities, Beaune and Dijon, some of the best-known wine villages can be found like Gevrey-Chambertin, Vougeot, Nuits-Saint-Georges or Vosne-Romanée.

Although a more concrete and smaller geographical unit would better suit the purpose of this study, no reliable sources have been found when looking for data about smaller geographical units than Côte-d'Or. This way most of the numerical data will be linked to Côte-d'Or however some will be related to Burgundy in general.

3. Results and discussion

To gather the results and discuss about the potential of the wine classifications as a wine tourism added value, an overview about wine tourism situations of each studied region will be analyzed in first place.

Afterwards, the wine tourism offer in Burgundy strictly linked to the classification system will be studied. Thereby the number of companies/ tour operators offering exclusive products based on the top of the classifications will be staged. The wine tourism products, price, profile of sought clients…etc. will be discussed in order to get a whole picture of what how these businesses are working.

3.1. Wine sector analysis in the studied wine regions

Before analyzing the wine tourism situations of both regions, an approach to check the status of the wine sector in each one seems necessary. Basic data as the volume in bottles and in value will be assessed as well as the average price per liter in each region. Recognition and prestige of the wines are very important aspects as Brown & Getz (2005) gave rise to “the hypothesis that wine preferences do influence travel choices and in particular will influence wine-related travel).

The aim is to start observing the differences and similarities of both regions from the core product perspective.

<u>Wine sector in Burgundy</u>

Following the data obtained from Bureau Interprofessionnel des Vins de Bourgogne (2018), in the first eight months of 2018, the selling of bottles of wine increased in a 3.2% in comparison to the same period of 2017 reaching the number of 52.5 million bottles.

This growth also impacted in the revenues of the region that arrived to the cipher of 593 million euros in the same period of 2018, a 7% more than 2017. It is remarkable that most of the appellations that contributed to this increase were the highest priced ones. Only these remarkably valued appellations that especially involve Côte de Beaune and Côte de Nuits appellations accounted the 31% of all revenue generated in Burgundy. Was also a 31% the rate of price increase suffered by the wine coming from these prestige appellations. The responsible markets for this growth in the Burgundian fine wine sector are Hong Kong (with the highest increase in revenue), China and USA.

Regarding the price per liter. No specific data was found in regards Côte d’Or, however for all Bourgogne wines, the price per liter achieved the 15.05€.

To illustrate the Bourgogne’s wine projection, the half of the offered Bourgogne wines in restaurants belong to the category village and Grand Cru of Côte de Beaune and Côte de Nuits (together called Côte d'Or). This simple figure may illustrate the high-end approach that wines of Burgundy have especially when taking into account that in Côte d'Or just 8.000 hectares of vineyards are found.

All the shown data highlights that Burgundy, and specially the fine wines coming from Côte de Nuits and Côte de Beaune have a very well recognized situation nowadays. The main consequence is the impact on the price that increased in a two digits rhythm where the Asian and Anglo Saxon markets are the main pullers. The clearest example is the price per bottle that Hong Kong held in the first 8 months of 2018 that arrived to 48,35€ per bottle (increase of 34% in value in comparison with 2017).

Wine sector in Priorat

Regarding Priorat wine region, this is compound by almost 2.000 hectares of vineyards.

As Institut catalá de la vinya i el vi (INCAVI, 2017) exposes, in terms of commercialization, in 2016; 4,9 million bottles were sold with a total value of 34,7 million euros. In relation with 2015, the increase in volume was a 10,91% up with another increase in value of 13,6% becoming the second Catalan wine region with the highest growth. These positive ratios get better when only considering the international market figures. Both growths are close to the 17%. The main markets that are pulling the demand up are USA, Switzerland, Germany and the UK.

The price per liter of the exported wines was 10,47 €. When comparing this ratio with the numbers of the rest of Catalan appellations, Priorat shows its clear exporting vocation with more than the 50% of the wine in volume and value exported. It is the region with the highest exporting ratios. If Catalonia is put on the frame, Priorat sells the 14,45% in value of all Catalan wines with just the 5,62% in volume.

As a brief conclusion, Priorat is characterized by experimenting a great growth in sales in terms of volume and value especially when looking at the international markets. Priorat has been classically an exporting wine region in Spain and this vocation is growing year by year as figures show. This way, Priorat can be defined as one of the Catalan wine appellations, if not the one, with the most extensive international projection. The increasing high price per liter ratio also reflects a growing demand for high quality wines of this region.

3.2. Wine tourism situations in the studied wine regions

Once studied the beginning of the practice of categorizing the wines that initially took place in France (Burgundy and Bordeaux as seen) and the recent events that have shaken the Spanish wine sector to promote the classifications systems; an approach to the current different wine tourism situations must be done before dealing with the main topic of this document.

Reviewing the two studied regions will help to obtain a more detailed scheme when dealing with the potential of the classification systems as a tool to attract wine tourists.

Thus, the situations of Burgundy and Priorat will be discussed so the comparative analysis will be fully detailed.

Wine tourism in Burgundy (Côte-d'Or)

Côte-d'Or department belongs to the province of Bourgogne-Franche-Comté. The total surface of the department is about 8.763km2 and where a population of 530.00 people lives (Cartes France, n.d.).

As it was mentioned in point 1.2.1 of this document, UNESCO listed in 2015 the *climats* of Burgundy as World Heritage Site. As such, regulatory protection and extra funds will be displayed to preserve the historical places. Figuring out the impact on tourism of this designation has been tried, however, as this incorporation to the list was done less than 4 years before the writing of this paper, no reliable sources of information have been found. Despite this, according to Ruiz Lanuza & Pulido Fernández (2015) the 29% of the academic authors that have studied the impact of the listing show negative ones while just the 18% of them observed positive impacts on the destinations from a tourism perspective. Although data has not been shown about the impact on the list on tourism, it can't be assured that this will positively affect.

As Côte-d'Or Tourisme (2018) informs, in 2017, Côte-d'Or department counted 9.3 million touristic overnights. 63% of them were caused by French people while the rest, a 37%, were done by foreign visitors. From this 9.3 Million overnights, a 28% where done in the wine country. When distinguishing between nationalities, a 34% of Foreigners that stayed in Côte-d'Or did it in the vineyard region while a 24% of the French did it so.

These visitors mainly focused their time in visiting Dijon and Le Vignoble. 29% of the French tourists visited Dijon and a 23% of them went to visit the wine country. Must be highlighted that when comparing 2017 with 2016 data, a decrease in Dijon's visits and an increase in Wine country visits has happened. On the other hand, foreign tourists are slightly more interested in visiting the vineyards as it counts the 28% of all visits whereas Dijon was chosen by 26% of the Foreigners.

As a first observation, it might be concluded that the foreign public slightly prefers to stay in the vineyard rather than the French one.

Regarding the hotel situation in the region, in Côte-d'Or region, 197 registered hotels sum more than 17.000 beds. Of these, in Pays Beaunois there are 81 hotels with a total of 7.310 beds which represents almost the 42% of all of them.

Following the category of the hotels, most of the overnights were made in 3 star hotels led by the French visitors. On the contrary when focusing the 4 and 5 star hotels, the foreigners lead the overnights and showing a great increase of 9,7% in comparison with 2016. This data is more important when reminding that 6 up to 10 visitors in the region are French. As a second observation it can be remarked that foreign visitors are the ones staying at upper level places. To illustrate this last information, a table has been extracted from the BILAN Tourism Statistics Report of Côte-d'Or.

	Nuitées totales			Nuitées France			Nuitées étrangères			Taux d'occupation	
	2016	2017	Evol.	2016	2017	Evol.	2016	2017	Evol.	2016	2017
Non classés	216 120	241 342	+11,7%	154 020	157 316	+2,1%	62 100	84 652	+36,3%	47,8%	43,1%
1 et 2*	633 689	641 424	+1,2%	461 501	461 412	0,0%	172 189	180 744	+5,0%	53,7%	43,7%
3*	1 067 305	1 059 590	-0,7%	609 849	618 769	+1,5%	457 457	440 887	-3,6%	60,3%	54,4%
4 et 5*	541 636	568 200	+4,9%	276 440	277 316	+0,3%	265 195	290 838	+9,7%	57,8%	54,6%

Figure 4 Hotel statistics in Côte d'Or (source: Côte d'Or Tourisme, 2018)

Once studied the general tourism situation and presented some key figures, Burgundy's wine tourism sector explanation follows.

According to Bureau Interprofessionnel des Vins de Bourgogne (2010) With an average age of 48 years old, 67% of visitors to Burgundy are tourists while the 19% are excursionists. Most of them (36,4% develop liberal jobs while the 23% are retirees). These visitors are majorly driven by wine when going to Burgundy. The 14% of the wine tourists affirmed that the travel reason was the wine while the 44% said that is one of the principle motivations for them to visit. Of all tourists, 38% declared that the wine and vineyards were the key reasons why they decided to go to Burgundy. When comparing to rest of France, the percentage falls to 26%.

The average stay in Burgundy is 6,7 days while in the rest of France is about 8 days. Most of these visitors arrived in couples, almost the 50%. The wine tourists stay in registered accommodations (80%) where the hotels play a determinant role with a 37,4% of the share followed by simpler ones 33% between rooms and rural houses.

The wine tourists dedicate most of their time visiting wineries, discovering villages and buying wines. What is remarkable is that a quart of the visitors knew about Burgundy because of its notoriety and a 7,5% knew it because they tasted a wine at their places of origin. From this, it shall be highlighted that the prestige and international projection of wines from a specific wine region plays a determinant role in the touristic attraction capacity.

From the questionnaires the Tourism of Burgundy board estimates that the average expenses are around 228€ per day and person while in the rest of the country is 203€. Of these, 97€ were addressed to buy wines, 94€ to restaurants and wine bars, and just 18€ for the guided visits.

Regarding the wineries, there are around 349 wineries available for visits.

<u>Wine tourism in Priorat</u>

The wine region of Priorat as a wine destination is much younger and incipient that the one already studied. Before going further, it must be cleared that Priorat as a district covers the DOQ Priorat and DO Montsant. However for practical reasons this study will always refer to Priorat as a region. The region counts with a population of 9.345 people in a surface of 499 km2 (Instituto de estadística de Cataluña, 2019).

Although Catalonia is one of the main touristic destinations of Spain and Europe (19,1 millions in 2018), not all the regions that belong to the autonomous community have such a success equally. The main part of the visitors and thereby the accommodation offer is concentrated in the coastal line from Costa Brava, in Girona province, until Costa Daurada at the south of the community without forgetting Barcelona as the most visited city of the country. On the other side it can be find that the inland of Catalonia is far less popular in regards tourism (Armesto López & Gómez Martín, 2006). As an example, Priorat region accounts the 0,66% of all the accommodations working in Catalonia. Analyzing this difference in number of beds, the gap is even higher. While Barcelona holds the 26% of the beds of all Catalonia, Priorat region does not reach the 0,1%. Although the numbers are quite low, a slight growth has been experimented. In 2001, there were only 174 beds in hotels and hostels. This number turned to 267 in 2017 (an increase of a 53%) (Instituto de estadística de Cataluña, 2019). As a Highlight, at the beginning of 2019 it was opened the first 5-starred hotel in Priorat with 26 rooms in order to supply accommodation to the high-end customers that stays in the region (Terra Dominicata, n.d.).

The tourism sector started to develop quite later in Priorat than in other regions. The mid 90's are considered by experts to be the beginning of the tourism activity in the region. This late start is mainly caused due to the lack of sun and beach resources that had a very important role in the development of tourism in Spain in the 60's. Neither in the 80's Priorat took the train of the inland tourism destination trend as this region of Catalonia has been traditionally devoted to agriculture and thereby considered marginal by the society.

Is in the 90's with the popularization of the DO's of Priorat, Montsant and Siurana Olive Oil, when Priorat started to develop a tourism offer strongly linked to the wine and olive oil. In addition, the arrival of foreign players to the Priorat wine sector like Álvaro Palacios or René Barbier among others and the concession of Leader programs released by the European Union based in economical support will set the beginning of the wine tourism in the area (Armesto López & Gómez Martín, 2004).

Although wine tourism is still considered a very incipient sector in the region of Priorat; it is, after Penedés area, the second best known wine destination of Catalonia.

In few years the wines of Priorat (and Montsant) have gained an international recognition never thought before becoming the "jewel's crown" of Catalan wines (Rexac 2002 cit. by Medina & Tresserras (2008).

More recently is the failed candidacy of the region of Priorat to be introduced in the UNESCO's World heritage sites list. At the beginning of the 21st century, Priorat started the procedure to become part of the desired list. With the aim of promoting and protecting the heritage kept in the land (Comissió del Paisatge i la Sostenibilitat de Priorat-Montsant-Siurana, n.d.). In June 14th the committee decided to give up as ICOMOS, the consulting entity that manages UNESCO candidacies, suggested to withdraw the application as the exceptional universal value was not proved enough. Undoubtedly the introduction of Priorat in this category may boost the touristic sector in the region. (Diari de Tarragona, 2019)

Medina (2011) estimated that a single winery could host around 8.000 visitors in 2008 after collecting data from different wineries. As he declares, workers and cellar managers manifest a considerable increase in the wine and gastronomic tourism during the first decade of the 21st century.

Regarding the average stay, most of the visitors spend an average of around one to three days in the region as they choose to spend bank holidays or weekends in there. In 2018 the average stay was of 2,6 days. Specially in summer, part of the tourists come from the "Sun and Beach" destinations in the coastal line for one day. These, in general terms doesn't show a deep knowledge nor interest in wine.

In relation to the origin of the visitors, most of them are Catalans and Spanish ones with an increasing presence of foreign visitors, mainly driven by the quality of the wines of Priorat.

As a brief conclusion about Priorat's wine tourism situation, it can be highlighted that it started later in comparison with other wine tourism destinations. Also that even nowadays, the sector is in an early stage of life with a reduced offer and not clearly defined strategy. Added to this, there is a growing infrastructure of hotels and restaurants focusing the upper-class visitors.

3.3. Comparative analysis among Burgundy and Priorat wine countries and tourism offer

Once studied the wine and wine tourism industries in both regions. A clear comparison is thereby required to highlight the differences and similitudes among them. At the end, the objective is to set a clear framework that will enable the author and the reader to proceed with the evaluation of the suitability of Priorat to develop a classification-based wine tourism offer.

As analyzed earlier, the wine industry will be contrasted and later the same will be done with the wine tourism sector. To do so, comparative tables will be displayed so the reader will easier follow the explanations.

In table 1 the key numbers of the two regions wine sectors are exposed. Firstly, the difference between both surfaces is remarkable and this is going to be determinant in the lack of harmony in the numbers. Because of this, in this first table relative parameters are expressed in percentages.

Regarding the exported volumes, a clear tendency is appreciated in both regions. Every year are becoming more exporting wine regions. Same happens with the exported prices that, in the case of Priorat more than doubles the growth of Côte d'Or. Undoubtedly, this is a clear signal of the good situation Priorat has been living in the last years in the international markets. Despite the fact that the raise of the prices of Priorat's wines is large, the price per liter is around a third lower than the one in Burgundy.

One of the clear connection between the two regions are the high economic impact they have in their regions although being relatively small (in comparison with the whole regions). Also the fact that USA appears as one of the main markets is a good link as this is known for being the country in the world with the highest wine consumption (OIV, 2018).

Variable contrasted	Burgundy – Côte d'Or	Priorat
Vineyard surface (hectares)	8.000	2.000
*Exported volume variation **	+3,2%	+17%
*Exported value variation**	+7%	+16,75%
% of share in revenue inside its region	31% (of whole Burgundy)	14,45% (of whole Catalonia)
Price per liter (€/L)	15,05	10,47
Main markets	USA, Hong Kong & China	USA, Switzerland, Germany & UK

Table 1 Wine sector comparison (Self-made from Bureau Interprofessionnel des Vins de Bourgogne (2018) & INCAVI (2017))

*Data contrasted with respective previous years: 2018 against 2017 for Burgundy and 2016 against 2015.

In table 2, the key facts of the wine tourism sectors in both regions are contrasted. As happened in the previous table, the first data draws a clear picture about how different the French and Spanish regions are. The dramatic gap in surface and population among them helps to understand some of the following contrasts.

As it can be observed the accommodation offer in Côte D'Or is quite developed with a large number of hotels, beds and a considerable offer of high-end hotel. The situation of Priorat is quite different as only 12 hotels are available with just one of them 5-starred and two 4-starred. As appreciated in the table, these gaps appear in all the categories. Average expenditures are a 30% lower in Priorat and the length of stay a 38% down when comparing to Burgundy data.

Finally, the withdrawn of UNESCO listing for Priorat must be remarked as well as the lack of a high-end wine route in the region. The route that exists in Burgundy will be analyzed in the following pulled point.

Variable contrasted	Burgundy – Côte d'Or	Priorat
Population	532.901	9.345
Land surface (km2)	8.763	499
Hotels	197	12
Hotel beds	17.479	267
4 and 5* hotels*	32	**3**
Average expenditure (€ per day and person)	228	**163,62**
Average expenditures in wine (€)	97	?
Length of stay	6,7	2,6
Wineries opened to visits	349 (Whole Bourgogne)	69
UNESCO	Got in 2015	**Withdrawn**
High-end Wine Route	La Route Touristique des Grands Crus de Bourgogne	**No**

Table 2 Wine tourism sector comparison (Self-made from Côte-d'Or Tourisme (2018), Insituto de estadística de Cataluña (2019), Parque científico y tecnológico de turismo y ocio (2011) & Turisme Priorat (2018))

There is no question about the differences that characterize both destinations. Not only economically but also in regards de touristic infrastructure. As a conclusion it can be determined that, while Burgundy can be treated as a well-established wine destination, Priorat is, once again, an incipient one.

This framework will be decisive when assessing the potential of developing a high-end wine tourism offer based on the newly-approved classification.

3.4. Wine tourism in Burgundy linked to the classification system

To go on with this document, the wine tourism offer developed in Burgundy which is based in the traditional classification system must be examined. Firstly a revision to the "*Route Touristique des Grands Crus de Bourgogne"* will be carried out. Later on a benchmark of the main tour operators that offer a product based on the classification will be exposed.

The Route of Grands Crus of Burgundy

The first created wine route of France covers a straight line of less than 2 km that goes through Côte d'Or from the north to the south following the previously known road N74.

The origin of the route is quite related with the classification system and the AOC system. It was developed in 1937 and it will be decisive in the process of transforming Bourgogne from a transit point to a tourism destination. The project started with the investment of 2.5 million Francs given the public entities. Nowadays the wine tourism operators call it *"Les Champs-Élysées de la Bourgogne"* (Jacquet & Laferté, 2013)

The route is divided into two sub routes which are Route Côte de Nuits and Route Côte de Beaune. In the first one 24 grand crus up to the 33 can be found while in the second one some of the best white wines of the world can be found. Along the route, 38 villages are located where some of the most remarked monuments are found like the Vougeot castle (Office de Tourisme de Beaune, n.d.).

Beaune tourism board has developed several documents and platforms to allow visitors get information before travelling to the destinations. In these resources wineries to visit, wine bars, restaurants, hotels and monument are mainly highlighted.

Several of the tour operators that will be analyzed base their offer on this wine route as it groups most of the top-of-classification wineries in a reduced area.

Based-on-classification wine tourism products in Burgundy

After a research, the offer of six different companies has been surveyed, most of them based in Dijon or Beaune. The profile of the enterprises is diverse though the touristic products offered have a link in common which is the clear basement on the classification system of Burgundy as all of them use the visit to Grand Crus as their main claim.

Different aspects of every product have been registered in the Table 3 starting by the name of the product, a description of each of them, prices, and other features like the inclusion of meals, accommodation or transfers.

Most of the studied products have strong tailor component. In most of the product descriptions, the option of adjusting the tour to personal preferences is mentioned. In some of them, the full tour is tailor made. Just in one of the products, the one offered by Company 3 is completely closed.

What stands out from the table is the high prices that most of the tour operators charge for the services. Comparing them with the average expenditure in the region a clear insight can be extracted. While in Côte d'Or a standard tourist spends about 228€, the whole of the products here scanned have a higher price and in most of the cases double this amount, at least. Thus, it can be stated that the customers whom these products are addressed, have a higher-than-average purchasing power. Customers, that according to the features of the offer, demand high-end accommodation places and fine dining services.

Derived of the flexibility that the tour operators offer, the prices shown in table are quite variable, not only among the different companies but also among the different options offered by a single business. Independently of the variability of prices, these start from 260€ per day and person and go to 1.500€ per day and person. The remarkable gap appears to depend on the wines tasted that are not specified in the product descriptions.

What is clear is that all of them base their proposal on the visits to the *Grands Crus* with a highly variable number of visits per day.

Another aspect that should be taken into consideration is the incorporation or not of accommodation into the packages. When included all of them remarked that the hotels were boutique, luxurious and exclusive. The same happens when looking at gastronomy during the trip. Most of the launches offered take place in the wine estates with the winemakers or at Michelin starred restaurants.

All the explained features have a clear objective, to cover the demand of high-end wine tourists that are looking for exclusive experiences or wine tours driven by experts that will allow the visitor to get a deep knowledge of the best considered wines in the region.

Company benchmarked	***Name of the product***	***Brief description of the product***	***Price***	***Price per day & person***	***Visit to wineries***	***Accommodation (if not included suggested)***	***Meals***	***Transfers***
Company 1	Prestige Burgundy	Day 1: Grands Crus, the best of the Côte de Nuits; Day 2: Grands Crus, the best of the Côte de Beaune.	From 890€ to 1.690€ per person	445€-845€	From 6 to 15 GC's per day	NO(4* and 5* hotels in Dijon, Beaune & in the vineyards)	Lunches at Grand Cru estate	Yes
Company 2	1 Day Premier tour or Hidden Secrets and 1 Day Gourmet Grand Premier tour.	Days 1 & 2: Visit to 6 wineries tasting the 4 levels in each one.	From 515€ to 705€ per person	257,5€-352,5€	3 GC's per day	NO(4* and 5* hotels in Dijon, Beaune & in the vineyards)	Typical Burgundian Cuisine in local restaurants	Yes
Company 3	Small Group Burgundy Grand Tour	For 5 days, visit and taste **all** Grands Crus of Burgundy, including the Romanée Conti.	7.800$ per person (6940€)	1388€	2 or 3 GC's per day	YES (Deluxe accommodation in Beaune)	At the estates and at 1* and 2* Michelin restaurants	Yes
Company 4	Burgundy Wine Tour	Tailor made tour proposed for 8 days. Strongly focused on history, culture and monuments	?	?	3 to 5 GC's	YES (5* hotel in Downtown Dijon/ Beaune & 1 night at Château)	Michelin starred restaurants, cooking experiences	Yes
Company 5	Burgundy Wine Tour	Tailor made tour proposed for a variable number of days	From 500€ per person	From 500€	1 or 2 GC's per day	Optional	Lunches with the winemaker & gourmet meal with Michelin-starred chef	Yes
Company 6	Côte de Nuits & Côte de Beaune	1 day visits including 3 private tastings. Different modalities with a variable number of wines	From 450€ to 1500€ per person	450€-1500€	3 PC's & GC's	NO(4* and 5* hotels in Dijon, Beaune & in the vineyards)	?	Yes

Table 3 Based on classification wine tourism products (Self-made from Authentica, Bourgogne Gold Tours, Burgundy Discovery, Cellar Tours, French Wine Explorer & Wine Paths; accessed June 2019)

4. Conclusions

The question this thesis started with was: Would it be possible to develop a wine tourism offer in newly categorized wine region based on the new classification that could offer a range of experiences focused on the *Gran Vinya Classificada* category?

As this thesis has presented, the recently approved hierarchization in Priorat, Bierzo and Rioja, has been created inspired in the Burgundian one where this type of offer already exists and successfully works.

The wines of Priorat show a clear prestige not only inside of the country but also have a growing international projection as the main numbers show. Added to this, the forecast is that this will continue as such as the main objective of the new classification is to raise the quality level of the wines to, finally, set them at the same level of the old-world finest wines.

Derived from the benchmark of the based-on-classification wine tourism offer in Burgundy, it can be noticed that the profile of the visitor that consumes this type of products are willing to pay considerable higher quantities of money than the average visitor. As it can be expected this profile of costumer resort to high-end accommodation and restoration services. According to this, the wine tourism infrastructure of Priorat may show some deficiencies as the lack of high-end hotels in the region. Taking into the reduced area that Priorat covers it is not a question of building a large number of new hotels but to do it with a high-end philosophy. Although there is field to improve, the opening of the first 5-starred hotel in Priorat could mean the born of this approach in the region.

At the time of the writing of this document, Priorat has withdrawn its candidacy for UNESCO's world heritage list. Being included into the listing would have meant for Priorat an official recognition of its heritage value. With this, a solid plan of conservation, tourism development policies and extra financing could have arrived to the region. Again, it would have impacted directly in the international projection in a possible positive sense.

Another aspect studied has been the *Route de Grands Crus de Bourgogne* as the first wine route of France and the starting point of wine tourism in the region. Although Priorat has already a wine tourism board that coordinates the different stakeholders with a wine route, it must be taken into consideration the development of a *Ruta de Grandes Vinyas Clasificadas* where to gather all the wineries with wines located at the top of the classification together with the finest hotels and restaurants of the region.

As the main limitation of this work, it is still too early in time to determine if Priorat will be able to develop a solid based-on-classification wine tourism offer as this system has been presented in 2019. Because of this, it is not known yet how the response of the wineries is going to be. Many questions are still to be answered like how many top recognized wines will be approved, or how many years it will take to consolidate the new system. The acceptance and implication of all the stakeholders involved in the new system will be decisive for this specific wine tourism offer to flourish or not.

Nevertheless, Priorat has some features as a wine tourism destination that have been revealed as decisive in Burgundy (these two are the prestige of the wines and a developed touristic infrastructure). While Priorat can be considered as one of the best known wine regions in Spain, it must still develop the touristic structure.

As a main conclusion of this work it can be extracted that the existence of a classification system per-se it is not enough to allow the development of a based-on classification tourism offer. Other features are requisites for this to happen. The main ones highlighted in this work have been:

- The necessity of prestige and international projection of the core product linked to this type of tourism, which is the wine.
- A touristic structure focused on high quality and exclusivity that can ensure that the requests of the high-end tourists attracted are successfully attended.

Priorat, thanks to the recognition and the quality of wine produced, and an incipient upper level touristic structure, could develop this type of tourism. Other Spanish wine region, Rioja, also well known nationally and internationally and where the touristic offer is far more developed than the Priorat's one is also a likeable region where to create a wine tourism offer focused on the *Viñedos Singulares* figure. Despite the fact that this paper has not explored in deep the current situation of Bierzo in this question, the author intuits that the wines of the region still do not have the prestige the others two have. In addition, the tourism offer seems to be poor, especially when thinking about a upper-class visitors. Perhaps if the wine region goes on with the positive trend it has experimented in the recent years, it could approach this reality in the future.

ACKNOWLEDGEMENTS

I would like to thank specially to my academic tutor from Rovira I Virgili university, Albert Mas Barón, who has done a very professional follow-up of the student. Albert has helped me not only with the development of this master thesis, but also with the management of the internship showing always a positive attitude towards me.

I also want to show my gratitude to Isabel Palacios Osua, my professional supervisor during the internship, for investing her time and efforts in teaching and guiding me during my time at Palacios Remondo. Finally, I wish all the best to all the Palacios Remondo team for welcoming in a warm way and for treating me so confidently as they did.

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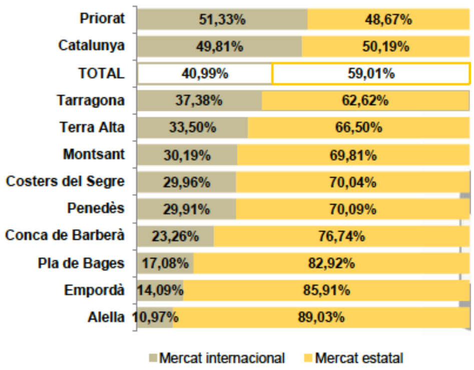
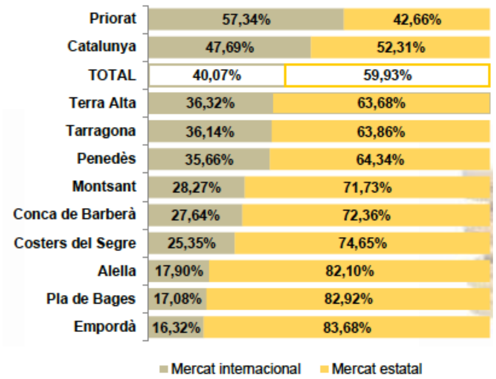
ANNEXES



Annex 1 Proportions of commercialized wines volume by the different Catalan DO's in 2016 (source: INCAVI, 2017)



Annex 2 Proportion of commercialized wines value by the different Catalan DO's in 2016 (source: INCAVI, 2017)

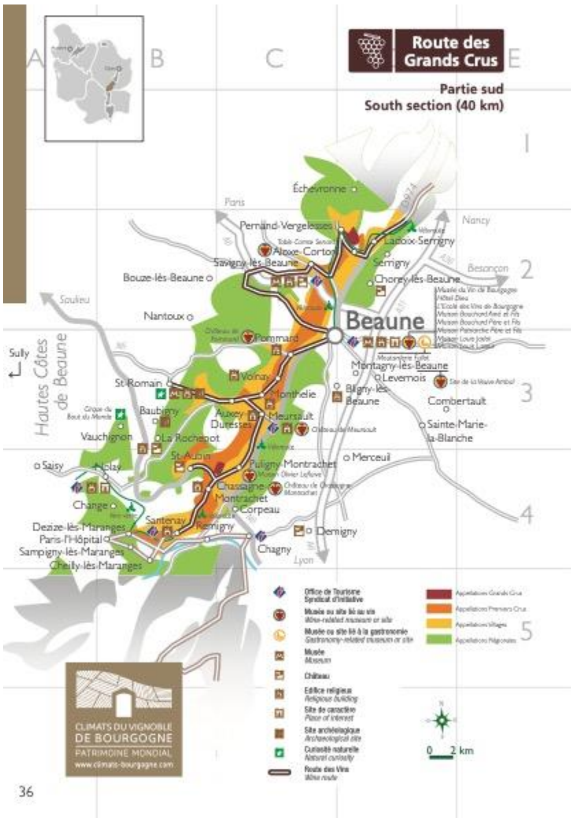
Taula 1

AMPOLLES de vi comercialitzat per les DO catalanes i valor en euros – any 2016

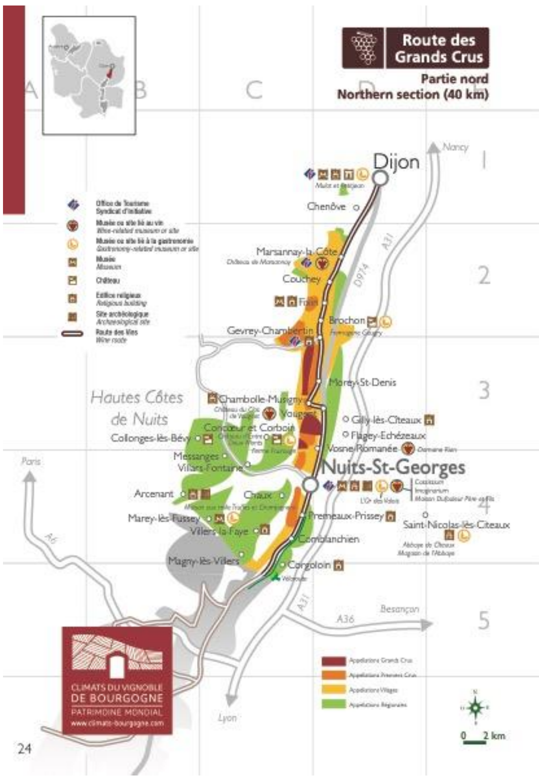
La columna de % VAR representa la variació de les dades de l'any 2016 en relació amb l'any 2015

	MERCAT ESTATAL				MERCAT INTERNACIONAL				MERCAT GLOBAL			
Denominacions	**Ampolles**	**% VAR**	**Euros corrents**	**% VAR**	**Ampolles**	**% VAR**	**Euros corrents**	**% VAR**	**Ampolles**	**% VAR**	**Euros corrents**	**% VAR**
Catalunya	30.265.939	1,74%	71.469.319 €	1,42%	30.033.391	-5,49%	65.169.053 €	-4,35%	60.299.330	-1,99%	136.638.372 €	-1,41%
Penedès	12.971.815	11,71%	61.151.361 €	2,76%	5.536.777	7,94%	33.891.081 €	6,59%	18.508.592	10,55%	95.042.442 €	4,10%
Costers del Segre	4.951.109	16,14%	18.902.412 €	14,75%	2.117.887	23,81%	6.417.837 €	24,40%	7.068.996	18,33%	25.320.249 €	17,05%
Montsant	4.304.740	5,88%	9.758.890 €	-	1.861.376	6,82%	3.846.677 €	-	6.166.116	6,16%	13.605.567 €	-
Empordà	4.984.158	4,11%	18.175.511 €	-	817.462	5,88%	3.544.990 €	-	5.801.620	4,35%	21.720.501 €	-
Priorat	2.405.532	5,15%	14.818.101 €	9,65%	2.537.038	16,99%	19.916.051 €	16,75%	4.942.570	10,91%	34.734.152 €	13,61%
Terra Alta	2.680.132	-	5.225.243 €	-	1.350.404	-15,96%	2.980.774 €	-	4.030.536	-	8.206.018 €	-
Tarragona*	845.376	-0,06%	636.234 €	-	504.685	-15,31%	360.118 €	-	1.350.061	-6,36%	996.352 €	-
Conca de Barberà	847.198	12,04%	2.761.890 €	-	256.790	2,84%	1.054.931 €	-	1.103.988	9,75%	3.816.821 €	-
Pla de Bages	658.327	10,24%	3.109.735 €	-	135.641	-11,12%	640.633 €	-	793.968	5,89%	3.750.368 €	-
Alella*	104.959	-	236.958 €	-	12.932	-	51.663 €	-	117.891	-	288.620 €	-
TOTAL	65.019.285	5,55%(1)	206.245.655 €	3,99%(2)	45.164.383	-1,64%(1)	137.873.807 €	2,66%(2)	110.183.668	2,69%(1)	344.119.462 €	3,41%(2)

Annex 3 Wine bottles commercialized by the Catalan DO's and their value in euros in 2016 (source: INCAVI, 2017)



Annex 4 Côtes de Beaune wine route (source: Office de tourisme de Beaune, accessed May 2019)



Annex 5 Côtes de Nuits wine route (source: Office de tourisme de Beaune ,accessed May 2019)